

*National
Republican
Senate
Campaign*
Client: NRSC 2012
Product: Republican Senate
Campaign: TV: 10/31-11/6/12
2012

Station Order

Nebo Media
Washington, DC

Rev #.: 0
Flight From: 10/31/2012 to 11/06/2012
Sweeps: Share May 2012 -> HUT/PUT Nov 11

Estimate No.:

Contract No.:

Job No.:

Buyer Name: Lara Marcello
Actg. Order No.: 2916
WS Order No.: 76379
Contract No.:

Market: CINCINNATI
Station: WKRC
Station Contact: Millennium - Stacey Bibb

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross		Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	Total Spots
				Rate/ Total	Rate/ Total								
1	MTWRF-- 05:30A-06:00A	EM 30	GD MRN CIN@530	\$1,200.00	\$1,200.00	.	1	1	.	.	1	1	4
2	MTWRF-- 06:00A-06:30A	EM 30	GD MRN CIN@6	\$4,800.00	\$4,800.00	.	1	1	.	.	1	1	4
3	MTWRF-- 06:30A-07:00A	EM 30	GD MRN CIN@630	\$1,600.00	\$1,600.00	.	1	1	.	.	1	1	4
4	MTWRF-- 07:00A-09:00A	EM 30	EARLY SHOW	\$1,600.00	\$1,600.00	.	1	1	.	.	1	1	4
5	MTWRF-- 10:00A-11:00A	DT 30	ANDERSON	\$6,400.00	\$6,400.00	.	1	1	.	.	1	1	4
6	MTWRF-- 12:00P-12:30P	DT 30	LOCAL12 NWS-NN	\$1,000.00	\$1,000.00	.	1	1	.	.	1	1	4
7	MTWRF-- 05:00P-05:30P	EN 30	NEWS	\$750.00	\$750.00	.	1	1	.	.	1	1	4
8	MTWRF-- 05:30P-06:00P	EN 30	12 NWS 5:30P	\$3,000.00	\$3,000.00	.	1	1	.	.	1	1	3
9	MTWRF-- 06:00P-06:30P	PA 30	NEWS	\$2,800.00	\$2,800.00	.	1	1	.	.	1	1	3
10	MTWRF-- 07:00P-07:30P	PA 30	INSIDE EDITION	\$3,000.00	\$3,000.00	.	1	1	.	.	1	1	3
11	MTWRF-- 11:00P-11:30P	LN 30	NEWS AT 11P	\$4,000.00	\$4,000.00	.	1	1	.	.	1	1	3
12	----F-- 10:00P-11:00P	PT 30	BLUE BLOODS	\$12,000.00	\$12,000.00	.	.	1	1
13	-----S- 07:00A-08:00A	EM 30	LOCAL12NWS-SA 7	\$11,000.00	\$11,000.00	.	.	.	1	.	.	.	1
14	-----Su 10:00P-11:00P	PT 30	MENTALIST	\$1,200.00	\$1,200.00	1	.	.	1
				\$12,000.00	\$12,000.00								1
				\$109,700.00	\$109,700.00	.	11	12	1	1	11	5	41

Month	Spots	Station Gross	
		Dollars	
Nov	41	\$109,700.00	
	41	\$109,700.00	

By: _____

ORDER

Orders	Order / Rev:	69339
	Alt Order #:	
	Product Desc:	
	Estimate:	
	Flight Dates:	11/01/12 - 11/06/12
	Original Date / Rev:	10/31/12 / 10/31/12
	Order Type:	GENERAL

Agency	Name:	Nebo Media
	Buying Contact:	
	Billing Contact:	
		3299 K Street NW
		Washington, DC 20027

Advertiser	Name:	Natioanl Republic Senate Comm 2012
	Demographic:	HH
	Product Codes:	Issues/Propositions
	Priority:	P-3
	Revenue Codes:	AGY, POL-ISS, GEN

Totals

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	41	\$109,700.00	\$93,245.00
Totals		41	\$109,700.00	\$93,245.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC				
			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	35%	\$109,700.00
Market	100%	\$313,428.57

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	65%	\$203,728.57
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	11/01/12	11/06/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM	MT-TF--	:30	4	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
				5a Good Morn Cincinnati		(5:30 AM-6:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/31/12	11/06/12	MT-TF--	4	\$1,200.00	0.00								
N 2	WKRC	11/01/12	11/06/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	MT-TF--	:30	4	\$1,600.00	P-1	0.00	NM	4	\$6,400.00
				6a Good Morn Cincinnati		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/31/12	11/06/12	MT-TF--	4	\$1,600.00	0.00								
N 3	WKRC	11/01/12	11/06/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM	MT-TF--	:30	4	\$1,600.00	P-1	0.00	NM	4	\$6,400.00
				6a Good Morn Cincinnati		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/31/12	11/06/12	MT-TF--	4	\$1,600.00	0.00								

